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August, Vol. 1, No. 7.

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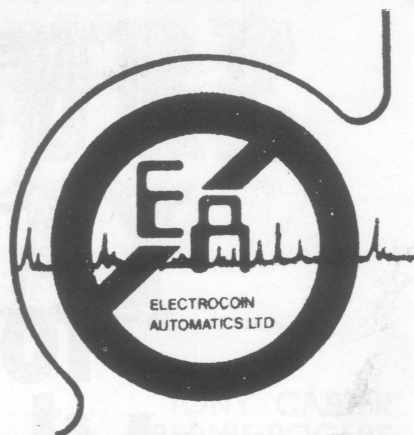
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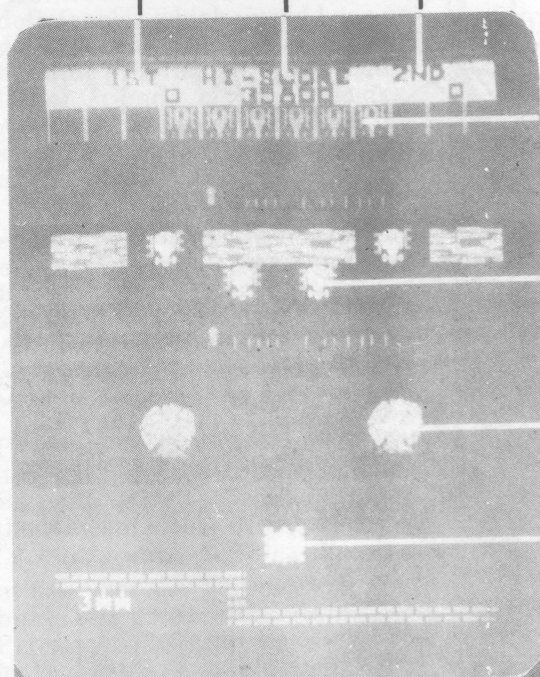
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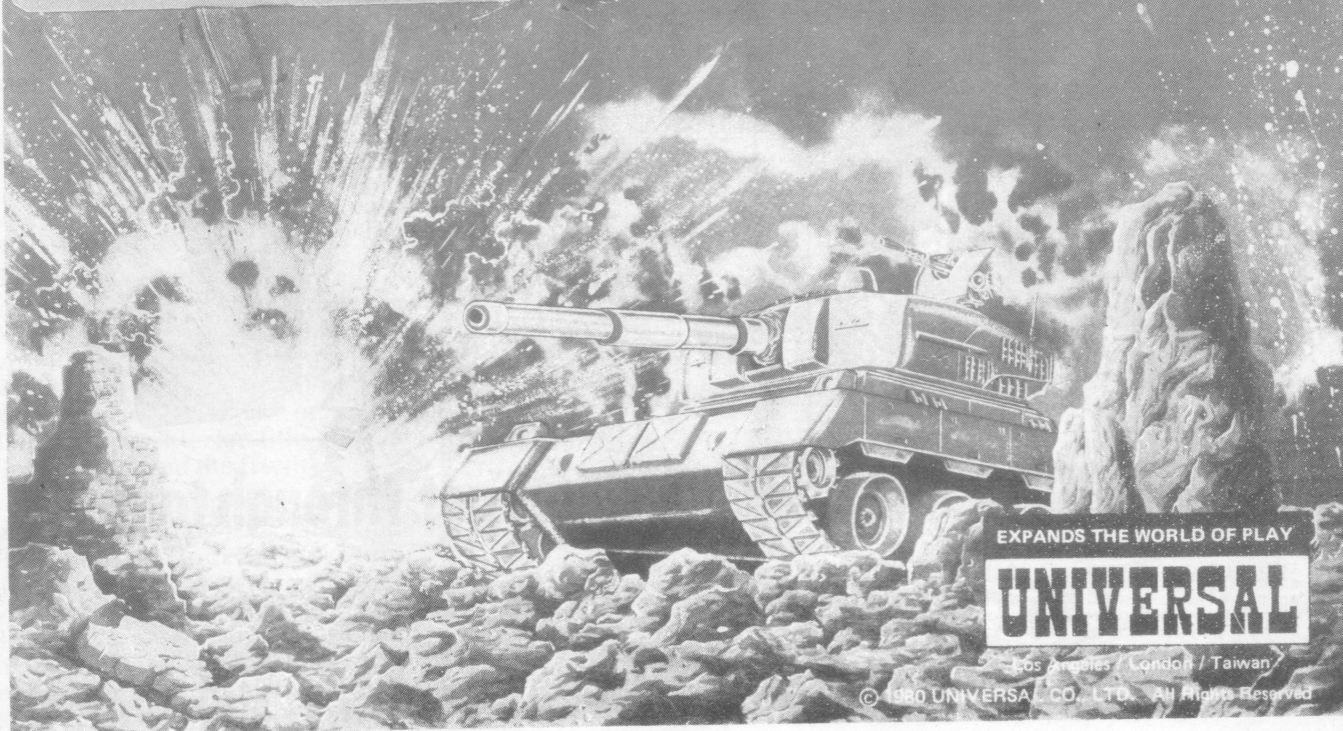
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COMMENT

The fire that destroyed the Alexandra Palace, home of the A.T.E for so many years, left the industry in a state of shock.

Show organisers John Singleton and Joe Burnip, BACTA General Secretary Alan Willis and other officials had no time to sit around bemoaning the loss.

In an incredibly short time they found a new venue for the A.T.E at Olympia. They had seen more than six months work literally go up in smoke and are at this moment working long hours to make up that loss.

Olympia will provide more floor space but will cost more. Alexandra Palace had its deficiencies which would have no doubt been rectified in the rebuilding programme. It also had a lot of friends in this industry. Although it was showing the scars of time there was a feeling of affection for the place.

Meanwhile the industry should applaud the sterling efforts of John Singleton, Joe Burnip and Alan Willis in securing a venue for the 1981 A.T.E. at such short notice.

COVER PICTURE

Hazel Grove Music's Playmate Wall Box has good looks as well as robust construction. But with a pretty girl alongside it the Playmate looks even better.

Ever since it was introduced at this year's A.T.E the Wall Box has been in big demand. Production has now been increased to satisfy that demand.

Its beautifully designed curved lines make it ideal for any site. The playmate measures 26 inches wide, 24 inches high with a maximum depth of 7¼ inches and the coin acceptor takes both 10p and 50p coins. The cash box, which is fully lockable from the inside will hold £100 in 10p pieces.

The Playmate, which is designed to work in conjunction with Rock-Ola and Rowe Ami juke boxes, is available in 160 or 200 play versions and gold or silver finishes. The interior title rack is illuminated from the front.

The lift-up opening coupled with a front facing reject cup and underneath locking system enables it to be wall mounted within its overall dimensions. HGM have used their experience in the field to introduce several features which protect the wall box from accident and vandalism.

LEISURE PLAY

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Leisure Play is published by McMillan Martin Ltd., Charles Roe House, Chestergate, Macclesfield, Cheshire, SK11 6DZ. Telephone: (0625) 613000 and Printed by Trelawney Press Ltd., Northgate, White Lund Estate, Morecambe. Every care is taken in compiling the contents of this magazine, but the publishers assume no responsibility in the effect rising therefrom. All prices and data contained in advertisements are accepted by us in good faith as being correct at the time of going to press. Advertisers and publishers cannot be held responsible for any variations affecting prices or availability after the publication has closed for press.

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INSIDE STORY

HAZEL GROVE PLAY APPEAL LED TO YEARS OF STEADY GROWTH

The opening of Hazel Grove Music's new headquarters building in Cheadle early next year will be an important milestone in one of the most remarkable success stories in the British Leisure industry.

The company, launched by present Directors Barrie Denton, John Dale and Norman Rimmer 17 years ago as juke box operators, are now the United Kingdom's largest manufacturers of pool tables and one of the largest in Europe. But they are still actively involved in the juke box side of the industry as sub-distributors and re-build specialists and two years ago began operating and selling videos and fruit machines.

HGM's Super League pool tables have built up a world wide reputation for quality, reliability and back-up service. Best Italian slate is covered with all wool cloth manufactured by the firm that covered the World Championship snooker table in Sheffield.

Tables are exported to Europe, South Africa, Norway and even Canada.

HGM entered the manufacturing side of the business because as pool table operators in the early 70's they were dissatisfied with the quality, reliability and skill level of imported tables.

HGM worked on the theory that if you can't get hold of what you want on the world market — manufacture it yourself. It was a policy which succeeded brilliantly.

The company's designers based their new table on a formula of high quality materials, attractive play appeal and a third ingredient, evident in all HGM products — reliability.

HGM found that the imported tables they had previously operated lacked in play appeal.

Player research revealed that the pockets were much too large. As players improved their skills they were able to win a game with ease once they had potted the first ball. They became bored.

The company produced a table with smaller pockets and Britain's pool players took to it like ducks to water. It gave them what they wanted — a table on which they could develop their skills to a high professional standard.

From that point in 1974, HGM pool table sales boomed and the 20,000 square feet factory at Bulkeley Road, Cheadle was purchased. But as the orders poured in the company began to run out of space and an additional purpose-built 30,000 square feet factory was purchased a couple of miles away at Heaton Mersey.

The development of the new headquarters building is evidence of HGM's sustained pool table sales and successful expansion in other fields.

Sales, spares and accessories, and accounts departments will all be housed under one roof at the new building which will enable the company to expand the manufacturing area at Heaton Mersey. The new building will also include a 5,000 square feet show room.

The company's Gatley premises will be used mainly as a warehouse for stocks of juke boxes and videos.

Two years ago the company started operating videos and fruit machines in addition to juke boxes.

HGM now distribute nationwide. The London show room, opened as a spares and trade shop some time ago, has been expanded to carry a complete range of coin operated and pool equipment. The premises, in Vivian Avenue, Hendon, are

managed by Mr. Rory McVeigh.

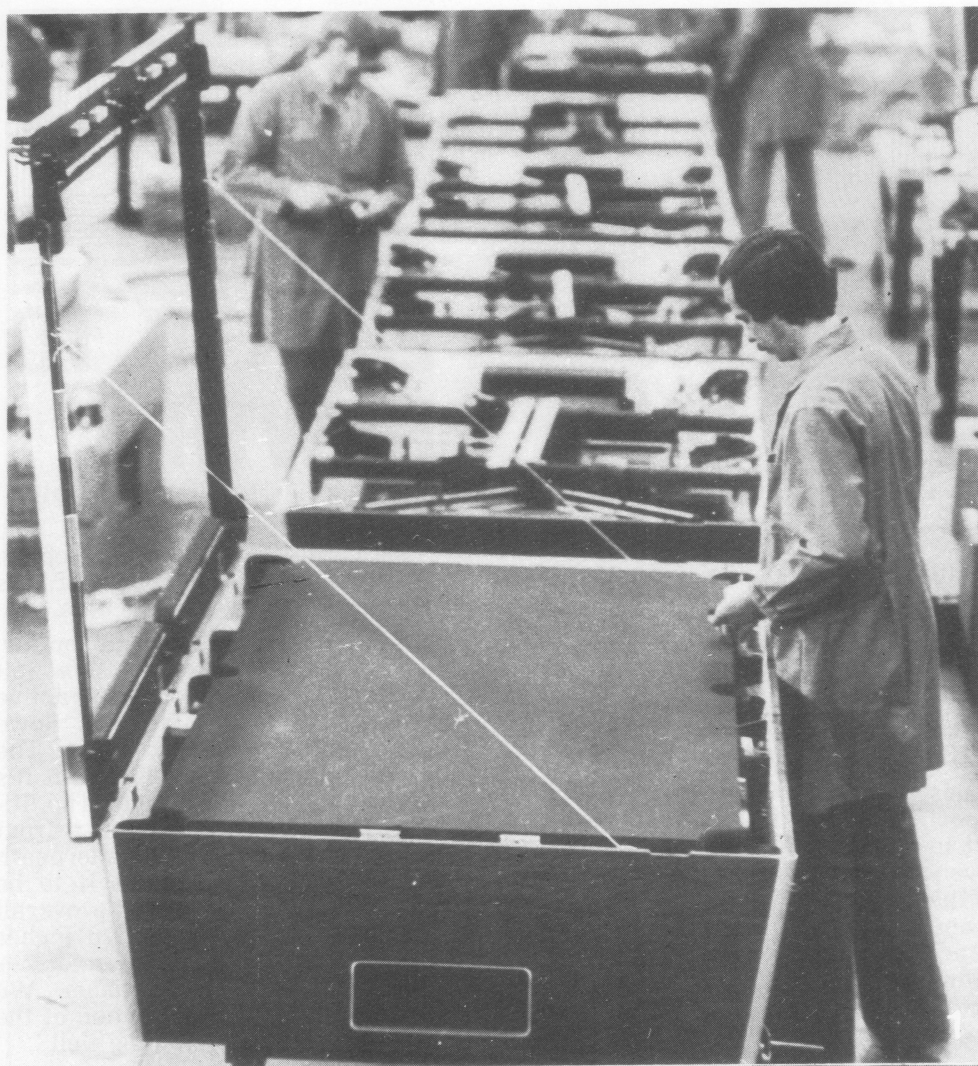
The Playmate Wall Box, also manufactured at Heaton Mersey, and launched at the last A.T.E. is proving to be a great success.

General Sales Manager Mr. Stan McKenna said: "We felt there was a need for an attractive wall box compatible with Rowe Ami and RockOla juke boxes. The Playmate is robust but with its curved lines it has style. The lift-up opening coupled with a front facing reject cup and underneath locking system enables it to be wall mounted within its overall dimensions which are 26 inches wide, 24 inches high and 7½ inches deep at maximum. We have increased production of the Playmate and it is selling well".

HGM's Hideaway unit is produced at the Gatley Division and is proving extremely popular. It is compatible with the Playmate wall box and with Rowe Ami wall boxes. Reconditioned mechanisms from Rowe Ami juke boxes are used in the units and they are specially designed by HGM with the service engineer very much in mind. They open to front, top and sides. Mr. McKenna said: "Most Hideaway units are fitted behind bars or in cellars and many operators don't like to spend £1,000 or more on a unit that is not going to be seen. We have been able to bring the cost down considerably by using the reconditioned mechanisms which are absolutely reliable."

Gatley also houses a video repair room. Mr. McKenna said: "When we started selling videos we wanted to be able to service everything we sold. We feel we have a duty as distributors". HGM deal with most of the popular videos.

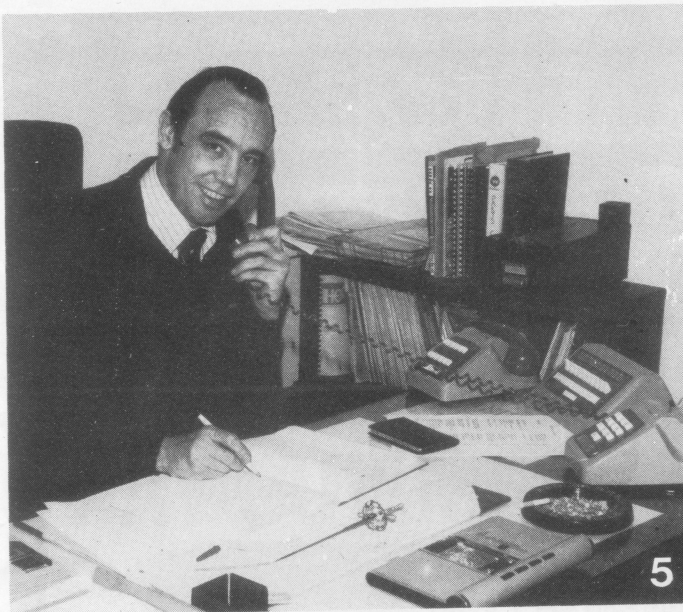
HGM are considering video manufacture but if they do they will produce completely new lines.



Juke box sales are concentrated on Gatley at the moment. There they handle everything from the latest Rowe Ami models to re-conditioned ones up to fourteen years old. Mr. Keith Blakeley, Sales Executive based at Gatley said "We buy juke boxes from all over the world for re-conditioning. They're stripped right down by our engineers and completely re-built. They leave here looking like new juke boxes."

HGM's subsidiary company, Playmaster Leisure, recently opened their first public house — The Shady Oak — at Tiverton, Cheshire. ΔΔΔ





- 1 The assembly line at Heaton Mersey where Hazel Grove's Super League tables are produced to the highest standards.
- 2 Top quality materials are used in the Super League Table. All wool cloth, which covers best Italian slate, is carefully ironed by one of HGM's craftsmen.
- 3 General Sales Manager Mr. Stan McKenna at HGM's display stand at the Gatley Division. Customers are able to see a full range of products manufactured and distributed by the company.

- 4 Mr. Keith Blakeley is the Sales Executive for HGM's Gatley Division.
- 5 Mr. Ted Wych, Technical Service Manager at Gatley, responsible for the repairs and servicing departments.
- 6 Linda Lavin's voice is known to hundreds of HGM customers. She is the sales and Marketing Assistant at Heaton Mersey.
- 7 Technicians put the finishing touches to the extremely popular Playmate wall box. This is produced at Heaton Mersey.



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LEISURE PLAY INTERNATIONAL

SWISS REFERENDUM ON PAY-OUT MACHINES

By Mary Openshaw

Recently I paid a short visit to Zürich, which is the busiest operating centre in Switzerland. There I not only saw some of the splendid arcades that have now become very much a part of day-to-day amusement in the city, but I heard of all the latest news and developments in the country.

Perhaps I had better explain the unusual situation in Switzerland where automatics are concerned for a start. The country is divided up into "cantons" and each canton has a certain autonomy. But it is always the population which decides what shall be done in certain matters. This is how it works. If a controversial matter comes up, or if someone objects to something and gets sufficient support (not a very great deal is necessary), then a referendum is called, and the matter is decided by the way the voting goes. This is what has happened with machines that pay out cash.

I won't go into the long story of the development of these machines in Switzerland. It is sufficient to say that about five or six years ago a new Federal Law was made which states that machines paying out cash must have an element of skill about them. Also, each model had to be passed by the Department of Justice and Police in Berne. After that, it was — and still is — up to each canton to accept the machines, or not. At present about half the cantons allow them, all in German speaking Switzerland, which is the largest part of the country. Amusement games of all kinds also have to be passed by the authorities in Berne, but there is no difficulty there, it is more a formality than anything else.

It isn't easy to get a pay-out machine passed in Berne. At first most were made in Switzerland, and some still are. But today the most popular are imported, and

the makes that are the most successful are Löwen machines from Germany, and Barcrest machines from Britain.

VOTE

In some cantons there has been opposition to the machines, and referendums have been called. Unfortunately the vote always went against them, it is thought because only the people who were against them bothered to vote. There have been about six of these referendums up to now, the last in Basle, where many machines were operating. It was a terrible blow to operators there, but in this case, and for the first time, the result is to be brought before the highest court of appeal in Switzerland. The verdict is absolutely unpredictable, but it will have a strong influence on the future of pay-out machines in the country.

And in Zürich a local trade association, formed by arcade operators, is working hand-in-hand with the cantonal authorities on a project for a new law concerning automatics. Actually this law will cover all places of entertainment, and a section of it is to cover automatics.

At present in Zürich the insert for play on pay-out machines is limited to 2-francs in arcades, but in other places (bars, cafes, etc.) it can be as high as 8-francs. There is no limit on the amount that can be paid out. The limit in force in arcades is due to a decision made by the V.U.B., the local trade association, and it was a wise one. Everyone is very

optimistic about the new laws, but it is thought that an insert of 1-franc and just possibly 2-francs will become the rule for all sites.

On this recent visit to Zürich I visited some of the arcades in the city, and I was really impressed by the very high standard that is the rule. These arcades are places of entertainment where literally anyone can go, and feel at ease. The decors chosen are interesting and attractive, and spotless cleanliness prevails.

One firm, Tivolino, has 12 arcades. Eight of these actually belong to the firm and four belong to other people. Tivolino supplying all the equipment and servicing it, but management being undertaken by the owners.

FLIPPERS

The exterior of Tivolino arcades is always the same, so that people can recognise them. One that I visited was in the old part of the city, an exclusive quarter where expensive boutiques and good restaurants are found. This arcade, I was told, had the same decor as all the other Tivolino arcades. The floor was paved with stones of a type more usually found outside, in a courtyard, for example. The big attraction was, understandably, the pay-out machines. These, in all Tivolino arcades, are placed on specially designed stands. Flippers were obviously popular, so were the up-to-date arcade games. And there were some cocktail table video games, with seats, and these do well. Lighting was subdued, which means that the machines, when they are lit up, are seen to the very best advantage. The whole decor was thought up by Mr. Hansrudi Jecklin, the head of Tivolino.

Next I went to see another Tivolino arcade, this in a district where working people live. The decor was just the same, but the lighting was not subdued as the premises had windows, and there



was daylight. In this arcade football tables were very popular.

An interesting point about these arcades was explained to me. In each Tivolino arcade there is a small office for the person in charge, and it also serves as a change desk. In each arcade these offices are installed in exactly the same way (there is a wash-hand basin among other features), and then if staff have to be switched about they are immediately at home.

The next arcade I visited was one belonging to a very well known firm called Fairplay Automaten AG, and owned by Mr. Hans Lüscher, a very experienced operator. He has several arcades, and calls them all "Fairplay Western Saloon". As can be deduced from the name, the decor is in Western style, bright and attractive. The colour scheme outside is always red, yellow and blue. Inside the arcade I visited the Western scheme continued, and there were some interesting mural paintings on the walls. The

lighting was cleverly devised and impressive. The Fairplay Western Saloon had two storeys.

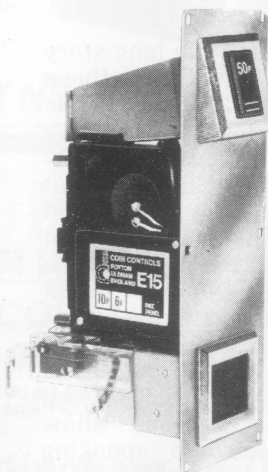
MUSIC

The pay-out machines were downstairs and upstairs (with subdued lighting) with many cocktail table video games, also some very up-to-date arcade games. With his firm Lüscher Automaten AG, Mr. Lüscher is also a distributor, and among the makes he handles are Model Racing and Zaccaria, both from Italy. So naturally in his arcades there are plenty of Zaccaria flippers, and Model Racing's latest novelties. There were all the latest Taito games also.

In the Tivolino and Playfair arcades there are no juke boxes. They were tried out, but not successful. Background music has been installed, and this seems to be ideal. It is chosen rather than relaying radio, because the time is given frequently on the radio, and in arcades this isn't considered to be a very good idea!



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It was "Back to the Drawing Board" for BACTA after Ally Pally Blaze

While firemen were still dowsing the smouldering embers of Alexandra Palace, BACTA officials were hard at work arranging an alternative venue for the 1981 A.T.E.

Within days they were able to announce that the exhibition recognised as the finest show of its kind in the world, would be staged in the National Hall at Olympia from January 12th - 15th. And the industry, horrified by the second fire in Alexandra Palace's somewhat chequered history, breathed a sigh of relief.

midnight oil and fingernails were chewed to the raw. But we are expecting the 1981 A.T.E to be as good, if not better, than ever. Arrangements for the 1982 exhibition have not yet been confirmed."

There will be a third more exhibition space at Olympia. The ground floor and gallery will give a combined floor space of 97,000 sq. ft. (gross).

But Olympia will prove to be more expensive than Alexandra Palace.

exhibitors and have to draw up a new prospectus and application form. Clearly it will take several weeks before we can sort everything out.

"We also have to draw up a new plan and get it printed. We are hoping to get it out within the next month or so.

"If any exhibitors or potential exhibitors have not heard from us we would ask them to get in touch."

Alexandra Palace has been dogged by misfortune ever since it opened in 1873. It was burned to

"We started work on the 1981 exhibition before last Christmas which means that six months hard work literally went up in smoke. With the alteration programme at Alexandra Palace in full swing we had drawn up plans for a completely new lay-out. That too went up in smoke."

— Alan Willis

Only long hours of negotiating by BACTA officials saved the day. Show organisers John Singleton and Joe Burnip and BACTA General Secretary Alan Willis found themselves working long into the early hours to reorganise the exhibition.

Mr. Willis said: "It is true to say we burned a fair amount of

Although the show had to be brought forward to January 12th the plans for a BACTA members-only first day remain unchanged. The exhibition will be open to them from 12 noon until 7 p.m. on the first day.

Mr. Willis said: "It is all systems go at the moment. We have notified all potential

the ground within a couple of weeks of the official opening.

Within years of re-opening it was facing financial problems and those problems have remained with it in one form or another ever since.

The present owners of the building, Haringey Council, had it insured for around £40,000,000.

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NEW GAMES FROM GREMLIN - PLUS TECHNICAL TAPES

Gremlin/Sega distributors representing eleven countries applauded two new Gremlin games with enthusiasm at Gremlin's semi-annual distributor meeting and open house in San Diego, California.

CARNIVAL and DIGGER were introduced in an exciting, new way. "The big treat for our distributors this year was the debut of Gremlin's Video Promotions Programme. Two six-minute video tapes introducing our new Carnival and Digger games were shown on a large television screen. All agreed the creative vignettes explained game play better than they ever dreamed possible", said Gremlin Marketing Director Bob Harmon.

CARNIVAL is a game based on the old time carnival shooting gallery, complete with nine shooting gallery sounds and calliope music. Players shoot at a spinning pipe wheel, three rows of assorted targets, and a bonus panel for points and additional bullets. The challenging feature of Carnival is the flying duck targets. The ducks sitting on the bottom target row fly from their perch. If the player doesn't shoot the duck, it will attack the player's limited bullet supply.

DIGGER pits player against deadly, lizard-like creatures. To survive and earn points, the player must dig holes to destroy the creatures. The game rises to the level of player competition, becoming more difficult as the player refines his strategies for trapping the ever-present predators.

Another bonus for distributors was the presentation of video service tapes for the two games. Narrated by Gremlin Customer Service Chief, Steve Margolin, the half hour tapes give an in-depth explanation of technical operation and troubleshooting techniques for microprocessor boards.



"Gremlin is the first in the industry to utilize video promotional and service programmes. We believe the promotional tapes are the most effective selling tools available today, and the service tapes demonstrate our concern for educating operators in Gremlin electronics. Our distributors who have earned JVC video tape units will receive a promotional tape and a service tape with each new model introduced," explained Gremlin President Frank Fogleman.

Sega Chairman, David Rosen, announced the availability of a new Sega game for U.S. distribution at the meeting. TRANQUILIZER GUN has proven successful in Japan and also at test locations in California.

Tranquilizer Gun is a big-game hunt designed to test the 'survival of the fittest' theory. Players use tranquilizer guns to avert the attack of animals in a jungle maze. As each animal is lulled to sleep with the tranquilizing potion, the player must drag the animal to his jeep before it wakes up and resumes its attack.

Rosen also addressed distributors on Gremlin's position in the market place: "Amusement centres are faced with the problem of offering a diversified selection of games to customers in a market currently flooded with space-themed games. While the space game market is steady and holding now, there is a void of other games. Carnival and Digger are Gremlin's answer to the operator's rotation problems."

New directions in cabinet design and graphics, coin processing systems and the state of the art of video were discussed at an open forum that proved beneficial to both Gremlin management and its distributors.

Distributors also got a behind-the-scenes look as Sales Manager Jack Gordon provided guided tours of Gremlin's three facilities. Two new buildings housing the final assembly and traffic departments have added 36-thousand square feet to the growing Gremlin operation.



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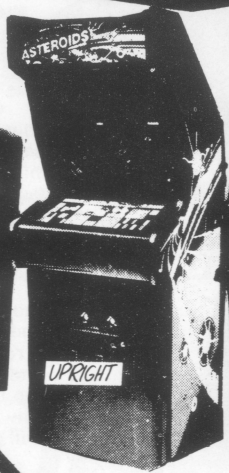


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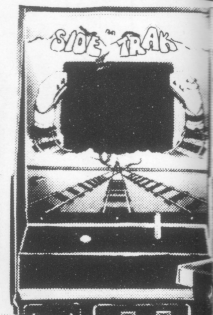
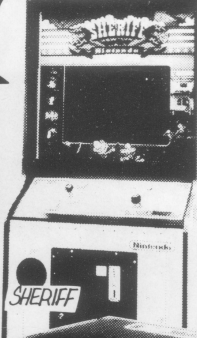
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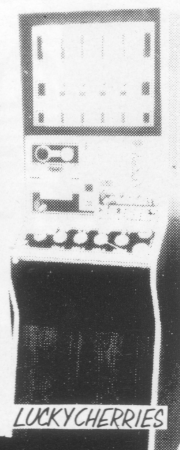
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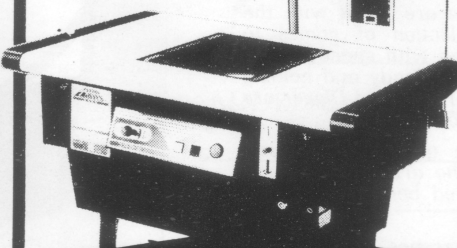
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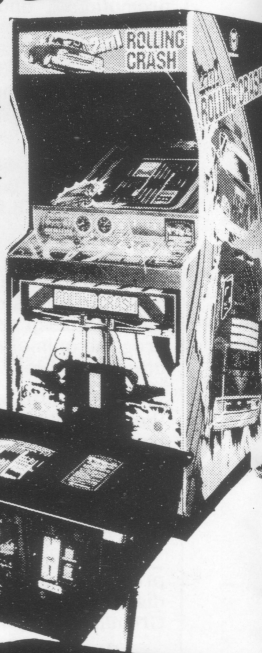
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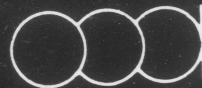
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Personality Focus

By Mary Openshaw

Our personality of the month comes this time from the Republic of Ireland.

Brendan Murphy is a native of Dublin, and after graduating in commercial studies from University College, Dublin, he took a job with the Sankey agents in Ireland, after 11 years he was general manager — but not too happy. "What I wanted was independence," he said.

This was in 1975, and he left his job to set up as a single site operator of amusement games, starting in a very small way with just 20 machines. Today he heads his own firm, Video Games (Ireland) Ltd., which must not be confused with a German firm also called Video Games. He operates within a 30 mile radius of Dublin, and now has 300 machines. He also supplies equipment to other operators. He has no arcades. "I always had enormous faith in the business," he told me at this stage in our talk.

He spoke of his operation, and said he has video games, pinballs, pool, tournament soccer and juke boxes. These last mentioned are nearly all RockOla, the make he prefers, and he allows about ten new discs each fortnight. "Of course I couldn't survive on juke boxes alone, but I can't be without them, either," he said. "The good point about them is that they last, while video games, for example, have to be changed about very often."



BRENDAN MURPHY

As an operator Brendan soon began to see that the law in Ireland was not good. "It just isn't fair that uprights and slot machines are not allowed in pubs here, but only in arcades," he said, "The pubs are great sites."

When Brendan Murphy sees that something is wrong, he is not a man to stand still. In the autumn of 1978 he really did start to make efforts to get better conditions for operators, and he will continue to make efforts, of that I am certain. For with some others, notably Tom Flannagan, he

formed the Irish Amusement Trades Association, the main object of which is to help the single site operators. Brendan was elected chairman, and immediately got to work. And not only was the work they were doing helping the single site operator, but the arcade operator as well. For one of the first results he explained. "We have definite word that the insert and pay-out limits on slot machines are to be changed for the better," he said. At present the insert limit is two-and-a-half pence, and the pay-out limited to 50

pence, so increases are very badly needed.

Brendan came over to London not so long after the Association was formed, with Michael Hallinan, the secretary of the Association. There they met John Singleton, who Brendan said was the greatest possible help in arranging the Association's first approach to the Minister of Justice. "We discussed the matter of allowing uprights and slots in pubs with him, but we had no luck this time. But it was only our first meeting, and we shall certainly meet again," he stressed. He remembers always that it took 19 years of hard work to get the good laws in force in Britain today. He and the Association are prepared to work, but he did say, "I hope we shall get a good law in less time than that!" He would like Ireland to have laws similar to those in Britain.

"We want a law that allows amusement with prizes, a form of gambling, fun gambling, for the man in the street. This came in the U.K., and in some continental countries as well. Why, even in Spain people can win cash today," he pointed out.

Brendan mentioned tourism, Ireland's second biggest industry. "We in the automatics business are contributing towards entertainment. People want entertainment or amusement of some kind or another on hand all the time. I'd like to see a casino here, it would attract tourists", he said.

Continued →

He continued: "We in the Association are so convinced of the quality and reliability of the payout machines of today that we would be perfectly agreeable to demonstrate them to the authorities. We can prove that the player is getting a square deal. And the State can benefit, too, with a reasonable operational box."

What the Association is pushing for is to get uprights and slot machines into not only pubs, but clubs as well. "We have a lot of clubs here, sporting clubs are specially popular", said Brendan. "But these machines are not allowed in clubs either." He and everyone else is optimistic, and the fight will go on.

He spoke of some of the other problems in the business. "One problem is the type of game we have to accept today," he said. It isn't that he does not like the games, far from that, but it is other

aspects of them, as he explained. "The operator now has to pay a very high price for a machine that is out of date very quickly. Then, as a player on a video game gets good at it, he stays on the game longer, with extended play or free plays. We want games where as the players get better at them, so the game goes more quickly, and they spend more money. Pool is an example of this. The better people get at pool, the quicker the game. I feel that the industry should be aiming at creating games like that."

Of the business in general, Brendan insists, "Service is the main thing. If a machine isn't working I'm losing money." He went to the States last year, and met some operators. "I was really surprised when I met operators who started in much the same way that I did, but I felt that they definitely tended to by-pass this aspect of the business."

Like all sensible people, Brendan Murphy likes to see the automatics business getting on to a progressively more professional footing. He feels that the Coin-Op show helped this, and he foresees that it will be a far bigger show next time.

Brendan resigned from his position of Chairman of the association at the meeting held during the show, but he is a committee member. "The reason I did not continue as chairman is simply that on principle I feel that it is unhealthy for an association to be identified too much with a personality", he said. Kevin Niland, another good man, is the new chairman.

Apart from continuing to work towards getting better laws for Ireland, the Association is now striving to get video games working at a 20 pence insert. "We must do this all together", stressed Brendan.

To end our interesting

talk, Brendan had something to say about Ireland. "With the North and the Republic together we have only five million people here. That, in real terms, compares with about half of London. Manufacturers should be patient with their distributors here. We're a good market, but five million people is only five million people, after all," he said. "We've got to be reasonable about it."

He would like to see more manufacturers taking the opportunity of setting up plants in Ireland. "There are tremendous advantages to firms doing this, with finance for all capital investments. The government will help, and help a lot, any firm that is creating employment. And export profits are tax free," he explained. And he added, as a final word: "People should realise that we aren't a war zone here in the Republic of Ireland."

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talking technical

A 'MUST' FOR THE PINBALL MECHANIC

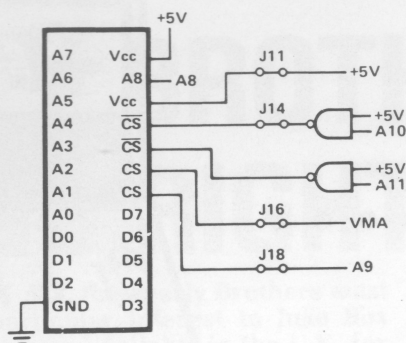
Two volumes of Robert A. Hornick's book, *Electronic Pinball Electronics for Pinball Machines*, are rapidly becoming best sellers.

The books, published by Laserscope Ltd., and distributed in the U.K. and Eire by Brian Feeley Ltd., Ridgmount Gardens, Torrington Place, London, WC1E 7AX, are, says the author, written for both the experienced electro-mechanical pinball mechanic wishing to upgrade in solid state repair and for people who have completed electronics courses and wish to gain practical insights into solid state pinball games and their repair.

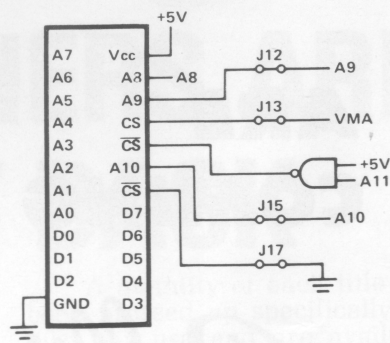
Volume 1 reviews standards and definitions used in electronics; discusses in depth discrete components used in electronic games; looks at four common types of analog circuits found in games; studies digital systems and digital integrated-circuit families; and describes basic game circuits used in electronic pinball games.

Volume 2 consists of detailed descriptions of circuits found in Bally, Gottlieb and Williams electronic games and should be used in conjunction with Volume 1 as a supplement to the manufacturers' schematics and service publications.

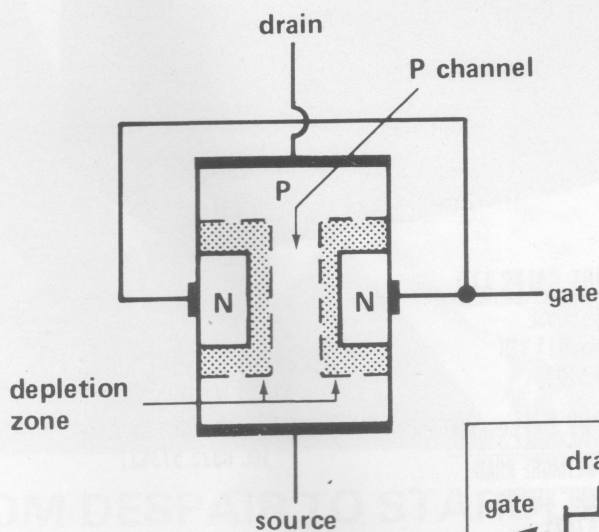
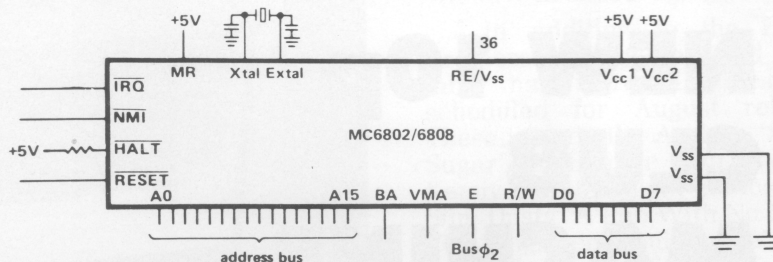
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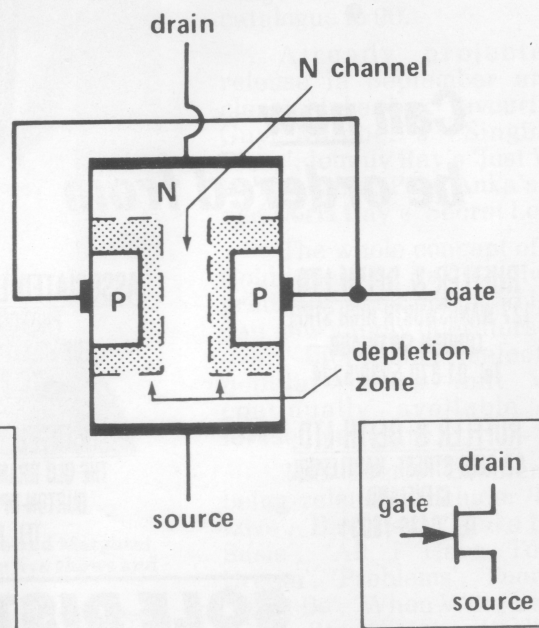
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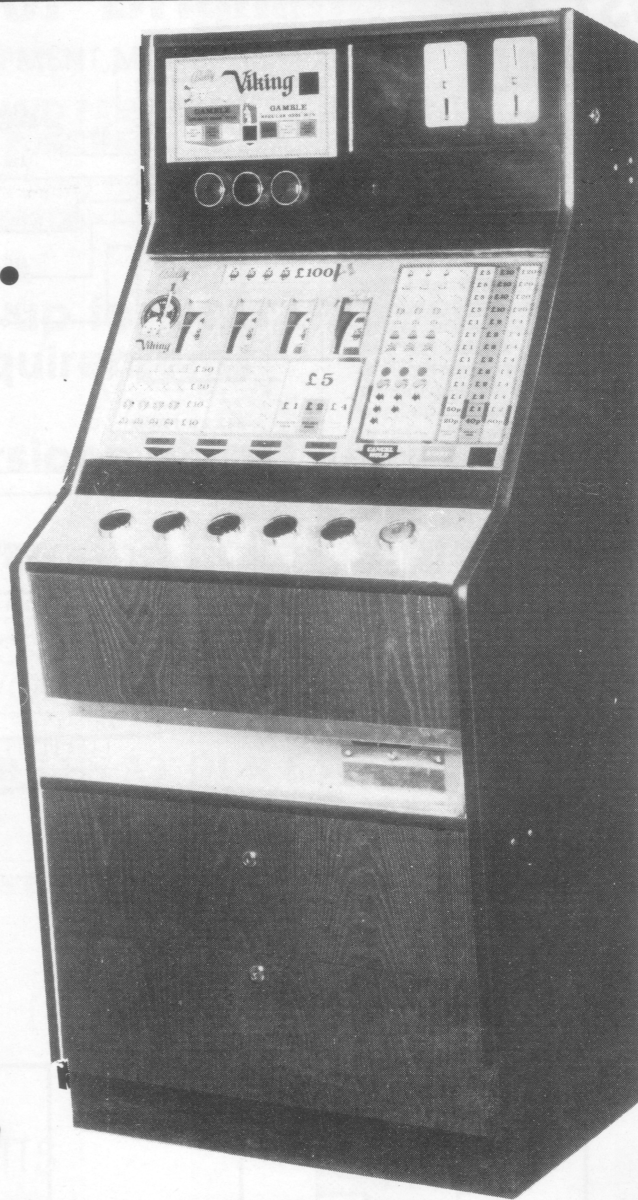
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JUKE BOX TUNE-in

By David Powell

THE EVERLY BROTHERS ARE WALKING RIGHT BACK

Recently released is a unique set of ALL the Everly Brothers most popular singles which should be of particular interest to Juke Box Operators. Most of these titles have not been available in the U.K. for between 15-20 years and Lightning Records Old Gold label has secured the rights to these original recordings which are often requested juke box favourites.



FROM DESPAIR TO STARDOM

Don and Phil Everly were born to music. Their father and mother, Ike and Margaret, were Country and Western singers in their native Kentucky, taking part in live shows and on local radio. Don and Phil made their debuts at the ages of six and eight.

After many disappointments the brothers had their first big break in 1956 when Wesley Rose of the Acuff-Rose publishing house signed them. They had been on the point of giving up music and returning to their parents, who by this time lived in Chicago.

From that point they never looked back and within 18 months had become international stars.

A quantity of each title has been pressed up specifically for juke box use and are available from Laren for Music during August along with an exciting new range of plastic title strips which will be particularly effective in encouraging plays.

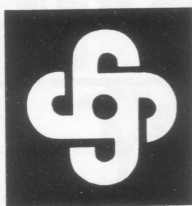
In addition to the Everly Brothers project the Old Gold label has more classic oldies scheduled for August release. These include the Archies 'Sugar Sugar', B. Bumble 'Nut Rocker', Kenny Ball 'Midnight in Moscow', Slim Dusty 'A Pub With No Beer', The Kingsmen 'Louie Louie', John Fred 'Judy In Disguise', Dixie Cups 'Chapel of Love', and the Shangri-Las 'Leader Of The Pack'. All are ORIGINAL HIT RECORDINGS and extend the range of titles in the Old Gold catalogue to 90.

Already projected for release in September are more classic juke box favourites like Guy Mitchell's 'Singing The Blues', Johnny Ray's 'Just Walking In The Rain', Paul Anka's 'Diana' and Doris Day's 'Secret Love'.

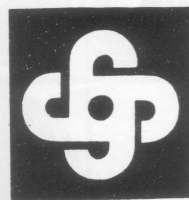
The whole concept of the Old Gold label and its objectives have gradually been achieved in that it can now supply operators with an ever increasing selection of popular oldies that will be continually available in the foreseeable future.

The Everly Brothers titles being released include: 'Bye Bye Love', 'Bird Dog', 'Wake Up Little Susie', 'All I Have To Do Is Dream', 'Problems', 'Poor Jenny', 'Let It Be', 'When Will I Be Loved', 'Like Strangers', 'Walk Right Back', 'The Price of Love', 'Crying In The Rain'.

ΩΩ



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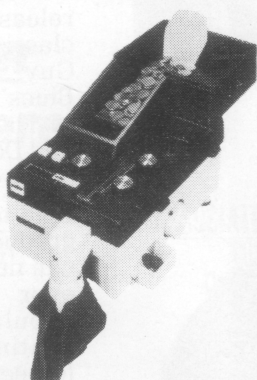
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This Balloon was not allowed to go Crazy!

Strong winds and air safety rulings made it difficult for Taito Electronics to get their 60 ft. high hot air balloon launched when they promoted their new video game, Crazy Balloon, at Slough.

It had been hoped to take guests at the launch for a ride in the balloon but the wind made it too dangerous. Customers settled for the one-day trade show at the Holiday Inn where the new game and other video machines were on display.

Crazy Balloon is the first of a new generation of video games promised by Taito and was described in last month's Leisure Play.

At the launch site of the hot air balloon local police and the British Airports Authority had imposed restrictions on the movements of the balloon to ensure it did not cause a hazard for aeroplanes using near-by Heathrow Airport and was not a distraction for drivers on the busy M4.

Picture shows: Mr. Paul Hartley (left), Managing Director of Taito Electronics UK and Mr. Norman Leftly, Technical Director, with the balloon in the background.

ACE NORTHERN PREVIEW ATTRACTS LARGE CROWDS

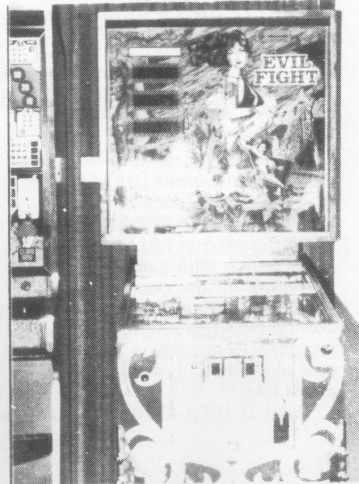
Ace Coin Equipment Ltd. held their Northern Preview at the Post House, Northenden, Manchester. There was lively interest in the machines on show, including the new club machine, Fifty-Fifty. The model on display was a prototype and although it still has to be site-tested it attracted a lot of interest.

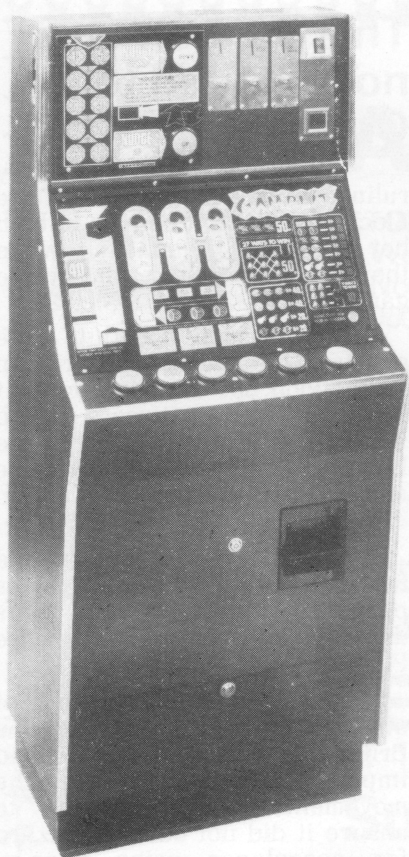
Mr. Brian Wilson, of Ace, said: "We hope it will be as successful as Joint Favourite. It is intended to supplement Joint Favourite, not replace it. Joint Favourite is doing extremely well."

Among the machines on show were Warlord and Maxima which

are both selling well and Playmatic's pinball, Evil Fight, which is being distributed by Ace for the Barcelona firm.

Pictures, from left. Jack Farmer, an operator in the north for many years; the Evil Fight pinball and Brian Wilson with Warlord.





• Top Left

Bell-Fruit's new three-reel AWP machine, GAMBLIT, has both an each-way nudge and a gamble feature.

Wins of 10p, 20p and 40p may be gambled on a double or nothing basis to make a maximum win of 80p. In addition there is an L.E.D. display showing the number of plays in credit. The glass has a bright attractive design on a black background and the Hold, Nudge, Gamble and Collect buttons are of the usual large illuminated type as used on other recent Bell-Fruit machines.

• Top Right

Britain is being invaded by the VIKINGS again — this time in the form of a new Bally 10p club machine. A lot of interest has already been expressed in this machine and it is available now from the U.K. distributors — Ruffler and Deith at their Wandsworth High Street, London and Reed Street, Hartlepool divisions and Associated Leisure Sales Ltd. at their Phonographic House, London, Old Granary, Burton-on-Trent and Warwick Street, Warrington divisions.



• Bottom Left

HAREM CAT from Universal, the world's first pinball game using a TV monitor is distributed by Electrocoin Automatics, of London. It's many features include five drop targets — usually 5,000 points; 5,000 points when lit.

CPU mounting maintains trouble-free operation and there is a three or six ball option.

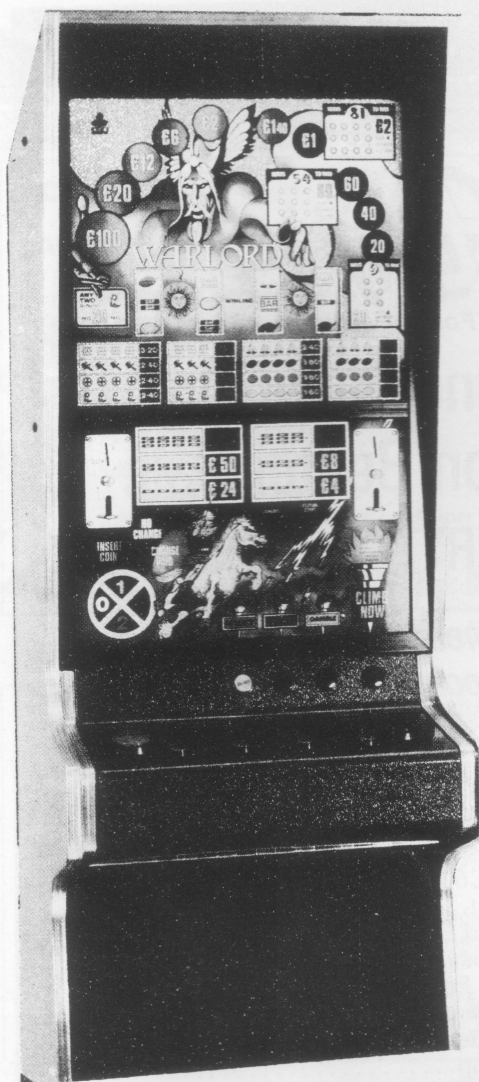
Hitting the four multi-targets opens the Lucky Lane, making it possible to hit the ball again, resulting in an award for a high-score chance.

• Bottom Right

THE KAMIKAZE III is a full colour video and very fast. Its twin coin acceptors can be set at 10p or 20p per play with 50p facilities for six or three games.

The machine, available from Video Games (UK) Ltd. of Nottingham, soon to be known as Game World (Manufacturing) Ltd., has a front which slides out revealing all the components for easy servicing. Consoles can be fitted to link units together to provide a unique and impressive bank of machines.





• Top Left

WARLORD, the fully micro-processed Club Machine from Ace Coin Equipment is available as a 5p or 10p model and payouts range from 10p to £50 or 20p to £100. Both models incorporate a 50p changer and payouts are in 10p and 50p coins.

Incorporated is a gambler or collect plus a new half gamble feature where half the win on certain symbols is paid direct, and the other half gambled.

• Top Right

The Bally **GROUND SHAKER**, distributed by Associated Leisure Sales Ltd, is a four-player electronic pintable with exciting new sound effects. It takes 10p and 50p coins and the drop target feature awards 5,000 points, extra ball, special and replay. There is a three or five-ball option, memory and recall and the possibility of scoring 176,000 points on one ball.

Bonus hole scores 3,000 points and left or right bonus when arrows are lit. Bonus scores are retained after bonus hole scoring is complete.

• Bottom Right

MOONRAKER comes from the Barry Noble range of AWP machines built from Bell-Fruit electro-mechanical originals with additional features.

It is the second in the new generation of space age each way nudge machines. Six nudges are possible in any sequence — up and down. It is one of the Nottingham-based company's best selling models and has been in great demand for several months. It was a proven high income earner on tests and it has more than lived up to its early promise.



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A special Colour Edition of Leisure Play is being compiled as a review of the London Previews.

This edition will go out on our FREE direct mailing list in the Autumn and will be of considerable value to the exhibiting companies and of special interest to the trade as a whole. Several companies have already reserved full colour advertising space. If your company has not, and you are interested, please contact BERNIE ROGERS on 0625-612818.

• From October Leisure Play will be perfect-bound which means that company advertising inserts can be incorporated in the magazine.

Anchors Aweigh! Then Gerry Hits an Underwater Snag

Gerry Hunt's annual maritime sales campaign brought him more than his fair share of nautical problems—including two hours marine salvage work up to his chest in decidedly chilly water.

Gerry, who was recently appointed Sales Director of Associated Leisure Sales Ltd., Burton, is a keen amateur sailor and in recent years has taken his wife and two young children by river to the East coast on a pleasure/business trip.

A few miles outside Bardney, near Lincoln, Gerry's cruiser, Dreamboat II, developed a shudder as several yards of thick rope attached to a solid oak door and an oil drum became wrapped around the propeller shaft. Gerry and his wife spent the next two hours in the water hacking away at the rope with a bread saw-knife. They finally dislodged the debris which turned out to be the remains of a home-made raft.

A few days earlier Gerry and his family had encountered engine trouble as they reached the tidal part of the Trent near Cromwell Lock.

Every time the throttle was opened the engine cut out. As Gerry attempted to trace the fault—in pouring rain—near to the bank a River Board tug pushing a gravel barge passed. The skipper hailed Gerry and advised him not to stay near the bank as



the tide was likely to fall three or four feet in the next hour depositing Dreamboat II on the rocks beneath.

When the tug skipper realised what was wrong he towed the cruiser to a wharf where Gerry located the fault—a blocked fuel pipe.

Gerry said after the trip: "The last two cruises have gone smoothly. This one made up for it. During the business part of the trip I was able to meet customers in Scarborough, Chapel St. Leonards, Skegness and Mablethorpe and everyone made me very welcome. It was good to meet the customers personally on their own ground."

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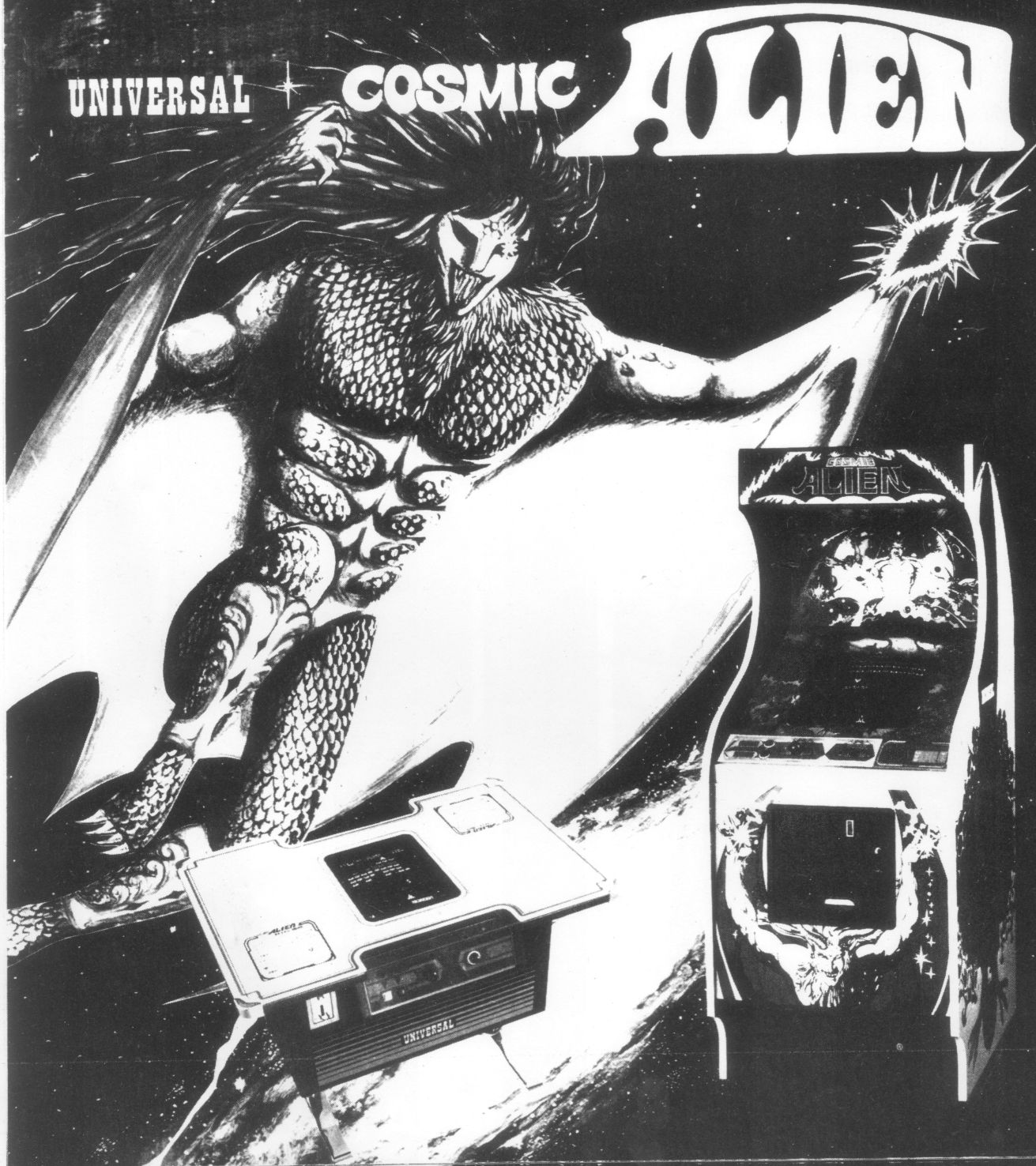
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